



Company profile – Benefits for your qualitative studies

**A short overview why working with BASIS-KONTAKT
on qualitative projects means worry-free market research!**



No Compromises. We want to be your first choice for qualitative research in the German and European markets. We unite creativity with flexibility and common sense with quality evaluations. This way, we ensure that the data we collect for you forms the basis of informative analyses.

Knowing and taking into consideration the various distinctions and characteristics of different markets and cultures, we help you tailor your projects to the German and European market, and go as in-depth as necessary to collect exactly the needed information using:

- ✓ Focus groups
- ✓ Workshops
- ✓ In-depth interviews
- ✓ Ethnographical studies
- ✓ Accompanied shoppings

In order to obtain optimum results, we have received psychological and communication skills training, and know exactly what's important. We can master difficult situations without losing sight of what's essential. Our skills accompany you through the specific steps of your project:

Personal support at management level throughout every phase of your project
Translation service and adaption to the German or European market
Recruitment in our own call center to meet your quota suitable
Moderation using a wide range of qualitative techniques
Reporting along your requirements (e.g. top-lines, summary, full report)



Rooms for focus groups, in-depth interviews and as well for your quantitative research - all have a uniform modern standard of comfort and technology, located in the very city center.

Closely connected with partners in the biggest cities of Germany and Europe we enable the uniform setting of your research, especially regarding technical equipment.

In Germany our partners are located in:

Hamburg, Munich, Berlin, Frankfurt, Cologne, Dusseldorf, Hannover and Dresden...

and regarding your international studies we offer collaborations in London, Paris, Madrid, Milano, Vienna... just let us know about your plans.



In Detail – for example our partner facility in the city center of Hamburg, located in Spitalerstraße, one of Europe’s most frequented shopping malls and in walking distance to the main station offers a service- and equipment package to feel comfortable all around.

- ✓ Rooms with the required **technical infrastructure** regarding every kind of recording the groups and as well regarding your personal requirements such as wireless LAN, printer and copy machine.
- ✓ Additional all conceivable **moderation equipment** is available up to beamer, screen and TV connected to a laptop to show your video material.
- ✓ **Comfortable atmosphere vs. clinical setting** are available matching your research design.
- ✓ **Different sizes of discussion rooms and multifunctional rooms** for specific sizes of groups and workshops with large one-way mirrors to follow your groups and interviews in detail, especially when stimulus material is used.



- ✓ **Internal video stream technology** offers the possibility to participate 'live' whilst respondents are discussing your product, concepts or advertising material – compared with Focus Vision easier to use and at a reduced rate.
- ✓ **Enough space** for you and your clients and simultaneous interpreters is given. An extra client lounge is at your disposal and if you wish a calm place to work at the day of your research, we are able to provide separate office rooms with all technical equipment.
- ✓ Your **own reception area** affirms the confidentiality of your research without any annoyance.
- ✓ Our **excellent catering** ensures together with a **personal support** on location a worry-free stay.
- ✓ Of course the facilities offer everything you need for all kinds of **quantitative research** – from fully equipped kitchens with fridges and ovens up to isolated single test spots for e.g. self administered questionnaires.



Our Research Areas - we use our keen insights and instincts to delve into the depths of different industries.

We Have Drive. Our employees are always up-to-date on the latest market developments and model launches, and as a result can provide you with all the important information you need for your study, as early as the setup stage. This way, we help you ensure that your study takes the specific characteristics of the respective automotive market into account.

No Headaches. Our employees and interviewers in our pharmaceutical unit have medical and/or pharmaceutical training and education. We know what we're talking about. Even when it comes to very specific topics. We are equipped to handle small samples as well as large-scale surveys.

A Direct Connection. Information and telecommunication technology continues to advance rapidly. We keep our eyes and ears open, and enjoy going exploring. Our cutting-edge research allows us to keep up with trendsetters and their current needs. Our employees have the necessary tact and an excellent understanding of technical products and their markets.

Closer. We use our keen insight and instincts to delve into the depths of the FMCG industry. We research consumer goods from laundry detergent to luxury perfume, and know the quirks of this industry, which is characterized by its fast pace and stiff competition.



Develop New Ideas.

We are here to offer you advice and assistance to ensure that your projects are prepared and carried out successfully. You're also very welcome to stop by personally. Our offices are located in the beautiful district of Altona in the western part of Hamburg. Come and visit us and let us show you what we can do.



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